

VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

HONEYMOON VISITOR

*MEETING, CONVENTION AND INCENTIVE
VISITOR*

VISITING FRIENDS AND RELATIVES



VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

HONEYMOON: A total of 499,778 visitors honeymooned in Hawaii in 2001, down 22.9 percent from the previous year. Except for a 44.0 percent growth on Molokai, all other islands experienced double digit decreases in the number of honeymooners during the year. Close to 67 percent were first-time visitors to the islands. The majority of the honeymooners traveled as true independents (57.4%).

Oahu hosted 73.7 percent of all honeymooners to the islands. Close to 36 percent visited Maui, 18.3 percent went to Kauai and 15.0 percent visited the Big Island. Honeymooners spent the most time on Maui (5.90 days), followed by Oahu (5.57 days), Kauai (5.32 days), Lanai (4.63 days), the Big Island (4.62 days) and Molokai (3.04 days). Nearly 86 percent stayed in hotels while 8.8 percent chose condominiums.

MEETING, CONVENTION AND INCENTIVE: the number of MCI travelers fell 26.3 percent to 423,642 for the year. The majority (78.2%) were domestic visitors while 21.8 percent came from foreign countries.

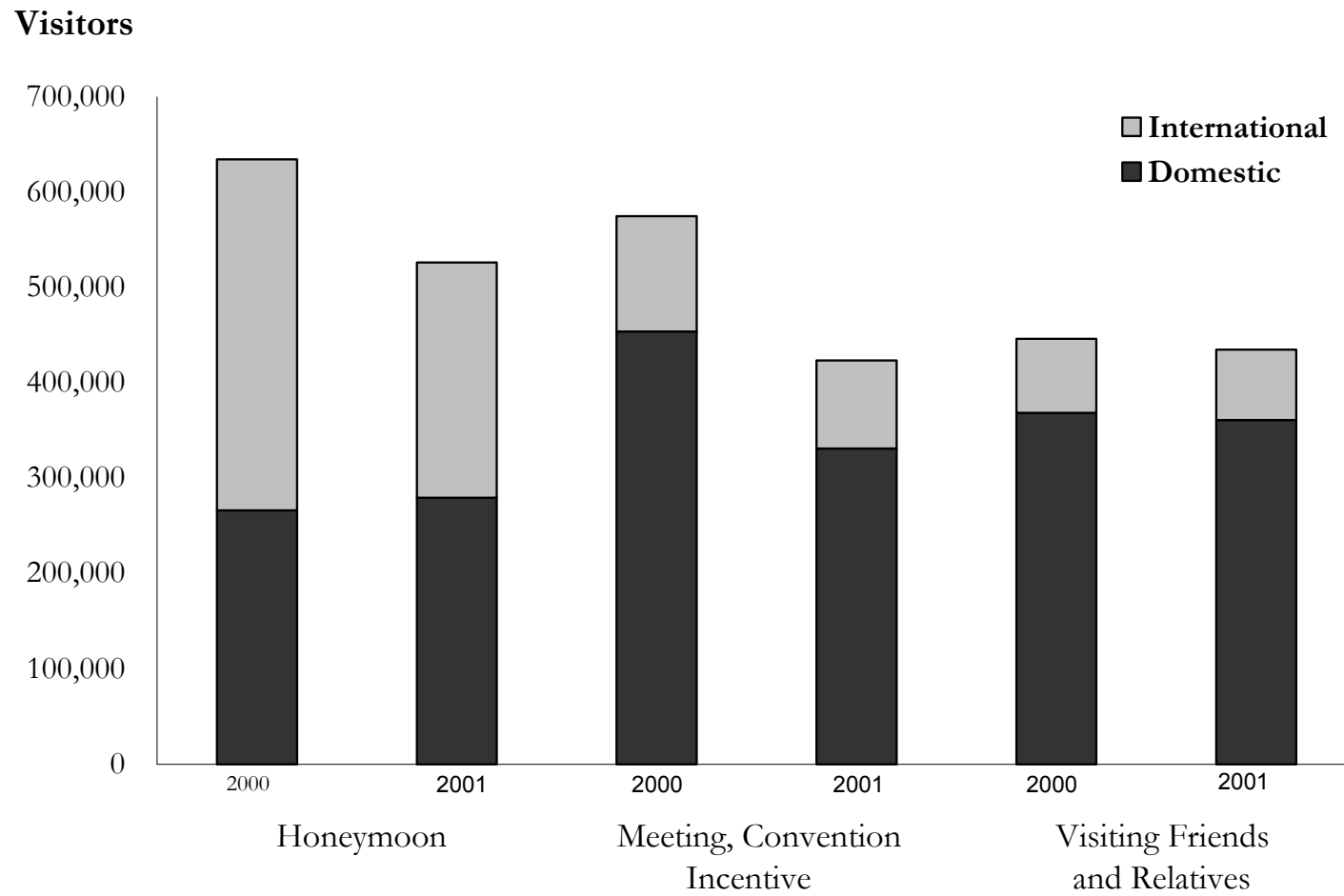
About 61 percent were repeat visitors to the islands. More than half (56.2%) of the MCI visitors came as true independents, while the remainder purchased package tour accommodations.

MCI visitors stayed an average of 8.05 days in Hawaii. They spent the most time on the Big Island (6.68 days), followed by Maui (6.62 days), Kauai (6.12 days), Oahu (6.08 days), Lanai (4.97 days) and Molokai (3.98 days). Hotels remained the most popular choice for lodging, accommodating over 90% of all MCI travelers during their stay.

VISITING FRIENDS AND RELATIVES: A total of 435,150 visitors came to the islands to see friends and relatives in 2001, increasing slightly to 7.9 percent of all visitors. Close to 83 percent were from the U.S. mainland while only 17.0 percent came from foreign countries. Over 77 percent were returning visitors to the islands, and 88.6 percent were independent travelers. Nearly 75 percent of this group of visitors went to Oahu, 19.9 percent visited Maui, and 17.7 percent visited the Big Island.

The average length of stay for this group of visitors was 12.11 days, longer than the average 9.16 days for all visitors to the State. Visitors here to see friends and family spent the most time on Oahu (10.13 days), followed by the Big Island (9.28 days), Maui (8.94 days), Kauai (8.66 days), Lanai (8.14 days) and Molokai (6.04 days). Nearly 62 percent of this group of visitors stayed with their friends and relatives, 26.4 percent stayed in hotels and 8.5 percent stayed in condominiums.

FIGURE 7: 2001 Visitor Arrivals by Purpose of Trip



Source: DBEDT

TABLE 27: Honeymoon Visitor Characteristics: 2001 vs. 2000

Honeymoon	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	3,932,128	4,809,335	-18.2%	2,416,483	2,675,686	-9.7%	1,515,645	2,133,649	-29.0%
Total Visitors	499,778	648,092	-22.9%	253,253	279,843	-9.5%	246,525	368,249	-33.1%
PARTY SIZE									
One	43,310	36,764	17.8%	29,935	30,869	-3.0%	13,375	5,896	126.9%
Two	332,518	421,142	-21.0%	186,563	213,182	-12.5%	145,954	207,960	-29.8%
Three or more	123,950	190,186	-34.8%	36,755	35,792	2.7%	87,195	154,393	-43.5%
Avg Party Size	2.16	2.39	-9.4%	1.91	1.91	0.1%	2.42	2.75	-12.0%
VISIT STATUS									
First-Time	335,731	440,405	-23.8%	161,560	175,991	-8.2%	174,171	264,414	-34.1%
Repeat	164,047	207,687	-21.0%	91,693	103,852	-11.7%	72,354	103,835	-30.3%
Average # of Trips	2.16	2.00	8.1%	2.48	2.47	0.4%	1.83	1.64	11.7%
TRAVEL METHOD									
Group Tour	88,687	242,047	-63.4%	11,861	15,838	-25.1%	76,826	226,208	-66.0%
Package	209,292	487,030	-57.0%	132,465	153,932	-13.9%	76,826	333,099	-76.9%
Group Tour & Pkg	84,935	234,014	-63.7%	9,386	12,406	-24.3%	75,549	221,608	-65.9%
True Independent	286,734	153,029	87.4%	118,313	122,479	-3.4%	168,421	30,550	451.3%
ISLANDS VISITED									
Oahu	368,516	484,924	-24.0%	131,391	139,080	-5.5%	237,125	345,844	-31.4%
Maui County	184,687	232,404	-20.5%	138,347	161,246	-14.2%	46,340	71,158	-34.9%
...Maui	179,992	229,091	-21.4%	135,758	158,541	-14.4%	44,234	70,550	-37.3%
...Molokai	5,871	4,075	44.1%	3,053	3,240	-5.8%	2,817	835	237.4%
...Lanai	7,624	8,469	-10.0%	6,007	6,547	-8.3%	1,618	1,922	-15.8%
Kauai	91,656	109,005	-15.9%	75,701	84,724	-10.7%	15,955	24,280	-34.3%
Big Island	74,985	91,290	-17.9%	42,818	46,864	-8.6%	32,167	44,426	-27.6%
...Hilo	20,762	22,715	-8.6%	13,497	13,163	2.5%	7,264	9,551	-23.9%
...Kona	66,116	79,492	-16.8%	37,892	41,560	-8.8%	28,224	37,932	-25.6%
LENGTH OF STAY									
Oahu (days)	5.57	5.32	4.8%	5.99	5.81	3.2%	5.34	5.12	4.3%
Maui (days)	5.90	5.72	3.1%	6.58	6.66	-1.2%	3.84	3.62	5.9%
Molokai (days)	3.04	3.74	-18.7%	3.79	4.05	-6.4%	2.22	2.52	-11.9%
Lanai (days)	4.63	3.59	28.9%	5.30	3.89	36.2%	2.14	2.57	-16.8%
Kauai (days)	5.32	5.24	1.5%	5.91	5.93	-0.4%	2.50	2.82	-11.4%
Big Island (days)	4.62	4.46	3.7%	5.65	5.69	-0.7%	3.25	3.16	2.9%
...Hilo (days)	3.39	2.75	23.3%	3.42	3.58	-4.6%	3.34	1.61	108.3%
...Kona (days)	4.20	4.34	-3.1%	5.17	5.28	-2.1%	2.90	3.30	-12.0%
Statewide (days)	7.87	7.42	6.0%	9.54	9.56	-0.2%	6.15	5.79	6.1%
ACCOMMODATIONS									
Hotel	429,404	567,196	-24.3%	191,128	214,739	-11.0%	238,277	352,457	-32.4%
...Hotel Only	410,659	543,799	-24.5%	175,290	198,819	-11.8%	235,370	344,981	-31.8%
Condo	43,910	57,649	-23.8%	36,999	44,160	-16.2%	6,911	13,489	-48.8%
...Condo Only	35,330	44,263	-20.2%	29,654	35,340	-16.1%	5,675	8,923	-36.4%
Timeshare	16,626	16,988	-2.1%	14,787	13,511	9.4%	1,839	3,477	-47.1%
...Timeshare Only	12,203	13,268	-8.0%	11,273	10,089	11.7%	930	3,179	-70.7%
Apartment	2,577	3,012	-14.4%	2,096	2,073	1.1%	481	939	-48.8%
Bed & Breakfast	7,085	8,040	-11.9%	6,334	6,463	-2.0%	750	1,577	-52.4%
Cruise Ship	5,720	3,040	88.2%	5,282	2,331	126.6%	438	709	-38.2%
Friends or Relatives	9,359	10,204	-8.3%	8,325	8,838	-5.8%	1,034	1,367	-24.3%
PURPOSE OF TRIP									
Pleasure (Net)	499,778	648,092	-22.9%	253,253	279,843	-9.5%	246,525	368,249	-33.1%
...Honeymoon	499,778	648,092	-22.9%	253,253	279,843	-9.5%	246,525	368,249	-33.1%
MC&I (Net)	1,983	2,340	-15.2%	824	1,206	-31.7%	1,160	1,134	2.3%
...Convention/Conf.	1,312	1,174	11.7%	568	890	-36.3%	744	283	162.6%
...Corp. Meetings	799	693	15.2%	176	296	-40.5%	622	397	56.7%
...Incentive	1,164	813	43.2%	171	179	-4.7%	993	634	56.7%
Other Business	1,509	609	147.9%	538	391	37.5%	971	218	346.4%
Visit Friends/Relatives	3,263	3,246	0.5%	1,352	1,800	-24.9%	1,911	1,446	32.2%
Government/Military	1,170	360	225.2%	285	249	14.6%	885	111	697.3%
Attend School	1,064	128	729.0%	59	38	54.6%	1,004	90	1015.6%

NA: Not available

Source: DBEDT

TABLE 28: Meeting, Convention and Incentive Visitor Characteristics: 2001 vs. 2000

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	3,408,818	4,564,806	-25.3%	2,757,530	3,770,113	-26.9%	651,288	794,693	-18.0%
Total Visitors	423,642	574,916	-26.3%	331,360	454,063	-27.0%	92,283	120,853	-23.6%
PARTY SIZE									
One	117,637	151,523	-22.4%	91,354	119,054	-23.3%	26,283	32,469	-19.1%
Two	193,204	273,460	-29.3%	165,266	236,304	-30.1%	27,938	37,156	-24.8%
Three or more	112,802	149,933	-24.8%	74,740	98,705	-24.3%	38,062	51,228	-25.7%
Avg Party Size	1.77	1.79	-1.0%	1.72	1.73	-0.8%	1.96	2.00	-2.4%
VISIT STATUS									
First-Time	164,039	230,825	-28.9%	116,202	167,771	-30.7%	47,837	63,054	-24.1%
Repeat	259,604	344,091	-24.6%	215,158	286,292	-24.8%	44,446	57,799	-23.1%
Average # of Trips	3.96	3.78	4.9%	4.27	3.98	7.4%	2.85	3.02	-5.5%
TRAVEL METHOD									
Group Tour	120,507	166,707	-27.7%	73,136	98,003	-25.4%	47,371	68,704	-31.1%
Package	161,047	233,142	-30.9%	113,676	153,432	-25.9%	47,371	79,710	-40.6%
Group Tour & Pkg	96,125	134,693	-28.6%	55,000	72,399	-24.0%	41,126	62,294	-34.0%
True Independent	238,214	309,760	-23.1%	199,547	275,026	-27.4%	38,667	34,733	11.3%
ISLANDS VISITED									
Oahu	229,249	331,058	-30.8%	157,717	234,780	-32.8%	71,531	96,278	-25.7%
Maui County	160,155	206,668	-22.5%	134,395	179,719	-25.2%	25,760	26,949	-4.4%
...Maui	154,558	199,015	-22.3%	129,830	172,809	-24.9%	24,728	26,205	-5.6%
...Molokai	3,541	4,045	-12.5%	2,151	3,461	-37.8%	1,390	584	138.0%
...Lanai	7,736	12,523	-38.2%	6,539	10,927	-40.2%	1,197	1,597	-25.0%
Kauai	54,925	71,722	-23.4%	48,053	63,553	-24.4%	6,872	8,168	-15.9%
Big Island	93,845	131,354	-28.6%	76,372	112,514	-32.1%	17,473	18,840	-7.3%
...Hilo	17,420	23,744	-26.6%	13,462	18,709	-28.0%	3,958	5,035	-21.4%
...Kona	84,817	119,633	-29.1%	69,521	103,108	-32.6%	15,296	16,525	-7.4%
LENGTH OF STAY									
Oahu (days)	6.08	6.13	-0.8%	6.33	6.31	0.3%	5.54	5.69	-2.8%
Maui (days)	6.62	6.25	5.8%	6.73	6.42	4.8%	6.02	5.14	17.3%
Molokai (days)	3.98	5.13	-22.3%	5.51	5.60	-1.8%	1.63	2.29	-29.0%
Lanai (days)	4.97	5.05	-1.5%	5.16	5.17	-0.3%	3.97	4.23	-6.1%
Kauai (days)	6.12	5.50	11.3%	6.34	5.78	9.8%	4.62	3.35	37.6%
Big Island (days)	6.68	6.29	6.3%	7.0	6.53	7.4%	5.21	4.82	8.1%
...Hilo (days)	4.68	4.16	12.3%	4.88	4.50	8.5%	3.97	2.91	36.3%
...Kona (days)	6.46	6.08	6.2%	6.77	6.31	7.2%	5.05	4.60	9.8%
Statewide (days)	8.05	7.94	1.3%	8.32	8.30	0.2%	7.06	6.58	7.3%
ACCOMMODATIONS									
Hotel	382,298	525,755	-27.3%	298,266	413,791	-27.9%	84,033	111,965	-24.9%
...Hotel Only	360,765	494,781	-27.1%	280,907	387,184	-27.4%	79,858	107,596	-25.8%
Condo	27,974	36,831	-24.0%	23,277	31,137	-25.2%	4,696	5,694	-17.5%
...Condo Only	18,252	21,437	-14.9%	14,979	18,012	-16.8%	3,274	3,425	-4.4%
Timeshare	6,205	8,660	-28.4%	5,139	6,649	-22.7%	1,065	2,010	-47.0%
...Timeshare Only	3,396	5,236	-35.1%	2,901	3,539	-18.0%	495	1,698	-70.8%
Apartment	3,293	2,746	19.9%	1,923	2,035	-5.5%	1,369	711	92.5%
Bed & Breakfast	4,626	6,910	-33.1%	4,152	5,821	-28.7%	475	1,089	-56.4%
Cruise Ship	2,422	2,201	10.0%	1,889	1,627	16.1%	532	574	-7.3%
Friends or Relatives	10,076	12,916	-22.0%	8,667	11,778	-26.4%	1,410	1,138	23.9%
PURPOSE OF TRIP									
Pleasure (Net)	41,251	63,593	-35.1%	32,394	47,677	-32.1%	8,857	15,917	-44.4%
...Honeymoon	1,984	2,340	-15.2%	824	1,206	-31.7%	1,160	1,134	2.3%
MC&I (Net)	423,642	574,916	-26.3%	331,360	454,063	-27.0%	92,283	120,853	-23.6%
...Convention/Conf.	252,284	362,760	-30.5%	204,697	298,435	-31.4%	47,587	64,325	-26.0%
...Corp. Meetings	95,082	116,074	-18.1%	76,547	95,793	-20.1%	18,535	20,281	-8.6%
...Incentive	81,815	102,953	-20.5%	53,716	64,876	-17.2%	28,100	38,078	-26.2%
Other Business	3,982	2,830	40.7%	1,973	2,558	-22.9%	2,009	272	639.2%
Visit Friends/Relatives	2,889	2,546	13.5%	1,947	2,263	-14.0%	942	283	232.5%
Government/Military	1,628	1,463	11.3%	912	746	22.3%	716	718	-0.2%
Attend School	1,081	200	441.4%	228	93	145.0%	853	107	699.9%

NA: Not available

Source: DBEDT

TABLE 29: Visiting Friends and Relatives Visitor Characteristics: 2001 vs. 2000

Visit Friends and Relatives	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	5,268,559	5,465,303	-3.6%	4,580,699	4,682,429	-2.2%	687,860	782,874	-12.1%
Total Visitors	435,150	446,365	-2.5%	361,100	368,869	-2.1%	74,050	77,496	-4.4%
PARTY SIZE									
One	144,066	135,687	6.2%	111,460	111,655	-0.2%	32,607	24,032	35.7%
Two	162,601	176,374	-7.8%	140,740	147,815	-4.8%	21,861	28,559	-23.5%
Three or more	128,483	134,304	-4.3%	108,901	109,399	-0.5%	19,582	24,905	-21.4%
Avg Party Size	1.69	1.72	-2.1%	1.72	1.72	-0.3%	1.55	1.74	-10.6%
VISIT STATUS									
First-Time	97,915	105,372	-7.1%	80,420	82,853	-2.9%	17,495	22,519	-22.3%
Repeat	337,236	340,993	-1.1%	280,680	286,016	-1.9%	56,555	54,977	2.9%
Average # of Trips	7.22	7.13	1.3%	7.51	7.45	0.8%	5.80	5.59	3.6%
TRAVEL METHOD									
Group Tour	13,286	20,254	-34.4%	6,284	8,652	-27.4%	7,002	11,602	-39.6%
Package	49,464	67,541	-26.8%	42,462	49,036	-13.4%	7,002	18,505	-62.2%
Group Tour & Pkg	9,721	16,976	-42.7%	3,994	5,704	-30.0%	5,727	11,272	-49.2%
True Independent	382,121	375,545	1.8%	316,347	316,885	-0.2%	65,773	58,660	12.1%
ISLANDS VISITED									
Oahu	325,742	326,182	-0.1%	262,720	265,934	-1.2%	63,021	60,248	4.6%
Maui County	91,933	100,511	-8.5%	77,746	85,714	-9.3%	14,187	14,797	-4.1%
...Maui	86,798	95,625	-9.2%	73,058	81,099	-9.9%	13,740	14,526	-5.4%
...Molokai	5,475	5,767	-5.1%	4,623	5,302	-12.8%	851	465	82.9%
...Lanai	4,527	4,475	1.2%	3,702	3,850	-3.9%	825	624	32.2%
Kauai	46,700	50,725	-7.9%	41,958	45,546	-7.9%	4,743	5,178	-8.4%
Big Island	77,416	81,777	-5.3%	65,502	68,366	-4.2%	11,914	13,411	-11.2%
...Hilo	33,577	35,260	-4.8%	28,052	29,107	-3.6%	5,524	6,153	-10.2%
...Kona	57,561	60,251	-4.5%	48,212	51,114	-5.7%	9,349	9,137	2.3%
LENGTH OF STAY									
Oahu (days)	10.13	10.44	-3.0%	10.63	10.73	-0.9%	8.01	9.19	-12.8%
Maui (days)	8.94	8.83	1.3%	8.93	8.90	0.3%	9.04	8.42	7.3%
Molokai (days)	6.04	6.06	-0.2%	6.65	6.33	5.1%	2.77	3.01	-7.8%
Lanai (days)	8.14	6.39	27.6%	8.46	6.78	24.9%	6.71	3.96	69.6%
Kauai (days)	8.66	8.17	6.0%	8.34	8.54	-2.4%	11.53	4.93	134.0%
Big Island (days)	9.28	9.03	2.8%	9.9	9.35	5.6%	6.01	7.39	-18.7%
...Hilo (days)	7.45	7.06	5.6%	8.00	7.48	6.9%	4.70	5.07	-7.2%
...Kona (days)	8.07	7.87	2.5%	8.70	8.25	5.5%	4.77	5.74	-16.9%
Statewide (days)	12.11	12.24	-1.1%	12.69	12.69	-0.1%	9.29	10.10	-8.0%
ACCOMMODATIONS									
Hotel	115,060	120,956	-4.9%	86,347	91,551	-5.7%	28,713	29,405	-2.4%
...Hotel Only	82,551	88,383	-6.6%	60,531	66,549	-9.0%	22,020	21,834	0.9%
Condo	36,971	43,728	-15.5%	32,363	35,755	-9.5%	4,608	7,972	-42.2%
...Condo Only	27,077	31,606	-14.3%	24,251	26,839	-9.6%	2,825	4,767	-40.7%
Timeshare	9,712	7,792	24.6%	8,251	7,032	17.3%	1,462	760	92.4%
...Timeshare Only	5,191	4,510	15.1%	4,840	3,946	22.7%	351	564	-37.9%
Apartment	12,852	13,561	-5.2%	10,171	10,039	1.3%	2,681	3,522	-23.9%
Bed & Breakfast	4,920	5,950	-17.3%	4,656	4,910	-5.2%	264	1,040	-74.6%
Cruise Ship	7,592	4,862	56.2%	1,665	914	82.2%	5,928	3,948	50.1%
Friends or Relatives	269,449	266,682	1.0%	232,588	234,607	-0.9%	36,860	32,075	14.9%
PURPOSE OF TRIP									
Pleasure (Net)	67,311	77,906	-13.6%	55,504	57,754	-3.9%	11,808	20,152	-41.4%
...Honeymoon	3,263	3,246	0.5%	1,352	1,800	-24.9%	1,911	1,446	32.2%
MC&I (Net)	2,889	2,546	13.5%	1,947	2,263	-14.0%	942	283	232.5%
...Convention/Conf.	2,379	1,702	39.8%	1,441	1,538	-6.3%	938	164	473.1%
...Corp. Meetings	806	694	16.1%	401	576	-30.4%	405	118	242.9%
...Incentive	631	473	33.2%	229	292	-21.5%	401	181	121.1%
Other Business	4,176	4,260	-2.0%	3,012	3,371	-10.7%	1,164	889	30.9%
Visit Friends/Relatives	435,150	446,365	-2.5%	361,100	368,869	-2.1%	74,050	77,496	-4.4%
Government/Military	2,290	804	184.8%	1,017	652	55.9%	1,273	152	739.3%
Attend School	2,805	556	404.1%	463	272	70.6%	2,342	285	722.1%

NA: Not available

Source: DBEDT